

Background:

With the CTYLA growing to over 23 Affiliate Programs fielding close to 115 teams, there are two recognized areas demanding attention; (1) administration and implementation of policies and programs addressing current needs, and (2) backfill of an organization whose structure and history have not been updated with its growth.

The proposed addition of a paid Executive Director can benefit the situation in a number of ways. As a dedicated, if only part-time, employee, they are able and willing to commit more time and effort to projects and events than the board members, who are already stretched for time. The number of agenda items that do not reach proposal or vote status on time—or are discussed over and over without resolution—are testament to this need. In the effort to define the structure of the league and prepare it to move forward, a dedicated director provides a central point of collection or distribution to avoid losing track of records or project status due to a turnover of board/committee members; a constant amid change.

However, no paid position should be filled without a clear understanding of the scope of work and responsibilities, authority and accountability associated with it. As so appropriately stated by several board representatives, we need to know what we're paying for before committing any funds.

Purpose:

To define the role and responsibilities of an Executive Director and the benefits to the league. This proposal is structured progressively, showing the responsibilities that can be taken on immediately within the existing budget as well as the possible expansion areas.

Executive Director (Level 1)

- Preside over meetings and calls of the CTYLA League
Under direction of the President and the agenda produced
- Manage season schedule
Initiate updates to team information, manage data entry and changes to league schedule, preside over schedule meeting and act as primary contact for affiliates and teams regarding the schedule
- Manage stable of officials
Update contact information, act as primary game assignor, manage proficiency status, initiate communication, and execute payroll for referees during regular season and playoffs
- Support effort to train officials through research and organizational efforts

Executive Director (Level 2)

- Preside over meetings and calls of the CTYLA League
- Manage season schedule
- Manage stable of officials
- Support effort to train officials through research and organizational efforts

Expansion

- Provide support for strategic and long-term planning efforts in the form of research and proposal drafts.

From the increase in Affiliates from the San Antonio area and the potential corridor of growth between us, to opportunities that exist in unifying efforts from recruiting to registration and communication to relieve stress on Affiliates, to privacy issues regarding sponsorships and partners, there are topics we haven't been able to address due to a lack of time and focus.

- Manage ongoing project list and work with dedicated committees in order to facilitate appropriate and timely resolutions (ie rules, coach and referee training, tournaments)

A centralized director would have more responsibility for the ongoing project list, getting input and guidance from the board as well as doing research and drafting proposals that are currently taking time from Affiliate volunteers who are already stretched by their own careers and program activities.

- Primary contact for league affiliates and prospective affiliates

Currently listed as a responsibility of the VP League Administration, a position with turnover

- Primary contact for sponsors, and potential sponsors, community partners, and media

The 501C3 status being completed now will open new doors for fundraising. The growth of the league has already attracted companies interested in sponsorships and access. In addition, the increased exposure of the sport requires attention to social and community value; our ongoing talks on concussions and excessive contact is the same one affecting sports on a national level. We have an opportunity to establish principles for future success and position the league as the premier playing opportunity—far too many parents have trouble even finding us.

- Manage efforts of volunteer committees regarding rules and disciplinary action

This would support the VP Rules and Officials position and provide a centralized, consistent base of knowledge and records.

- Manage record of league by-laws and historical documents in cooperation with Secretary

We currently operate—and add to— to a set of perceived by-laws for the league. It seems time to establish some procedure for recording and maintaining our history. By working with the Secretary, a temporary office, this effort would provide consistency over time.

Compensation:

Level 1: \$14,000 Annual Salary

Level 2: \$28,000 Annual Salary (Once 501c-3 status is obtained, Salary drops to \$24,000 and Director receives 10% of funds raised through sponsorships)